

## Exhibitor Instructions for Alternative Processes August 24<sup>th</sup> – September 22<sup>nd</sup>

Congratulations on being selected to exhibit in The Center for Fine Art Photography's **Alternative Processes Exhibition**. We look forward to seeing your work in the gallery. In order to provide as many exhibition opportunities as possible during the year, the Center has a very short period between exhibitions. Your cooperation in adhering to delivery and due dates is great appreciated.

### Important Dates

_____ <b>July 15, 2007</b>	Exhibitor Information Form, Artists' Statement and High Resolution Image due ( <i>can be emailed</i> )
_____ <b>July 24</b>	Prints to be framed must be received at the Center
_____ <b>Week of August 13</b>	Framed prints due at Exodus Moving and Storage
_____ <b>Week of August 13</b>	Framed, hand-delivered artwork will be received at the Center
_____ <b>August 24</b>	Exhibition opens
_____ <b>September 7</b>	Artists' and Public Reception (during the Fort Collins Gallery Walk)
_____ <b>September 22</b>	Exhibition closes
_____ <b>After September 25</b>	Artwork not sold or donated to the Center will be shipped or may be picked up at the Center

### Quality of Art Work

The Center reserves the right to disqualify work that does not meet its framing requirements, if the printed image quality is obviously poor, or the image has been noticeably altered from that submitted for jurying.

### Artist's Responsibility

- Submission of required exhibition forms on time
- Cost of shipping to the Center and return shipping, plus \$10 packaging fee. Not applicable to pickups.
- New packaging materials – only if original materials are unusable. Maximum of an additional \$10 for new box and materials. If your work was framed by the Center, there may be an additional \$10 charge for a shipping container to return your work if it does not sell. Often we can provide a box from sold art work.
- Cost of framing when sent to the Center for framing
- It is the artist's responsibility to contact the Center regarding return of a custom shipping container if the art work is sold.
- The Center requests that you email a high resolution image of your print to [exhibitions@c4fap.org](mailto:exhibitions@c4fap.org) (300 ppi, approx 4X6 jpg. Flattened compression level 8 or 9) for possible use in press releases, posters marketing the exhibition or selections for *Artists' ShowCase*, the insert in *Camera Arts* magazine. Please make the image file name, your last name and the image title. (**Last Name, Image Title.jpg**). *This is due by July 15<sup>th</sup>.*

## Exhibitor's Information Form

Complete the Exhibitor's Information Form. **Please email or mail your Exhibitor's Information Form, Artist's Statement and any pre-paid shipping label directly to the Center for arrival by the due date. Do not include this paperwork or pre-paid shipping labels with your framed artwork if it is being sent to Exodus.**

## Framing and Shipping Options

The Center provides three options for delivering your photography to the Center for exhibition:

1. Send your **unframed** image directly to the Center for framing by July 24. If you want the Center to frame your work, please complete the Framing Order Form and Shipping Instructions. *See instructions on next page.*
2. Send your **framed** image to Exodus Moving and Storage (see information below) for arrival by the week of August 13.
3. Hand-deliver your framed work to the Center by the week of August 13. The Center is open Tuesday through Friday from 10am to 5pm except during holidays, and 12pm to 5pm on Saturdays. Please email or call ahead to make sure someone is here to take your image. To minimize damage while stored at the Center prior to and following the exhibition, it is suggested that you wrap your framed work and include cardboard protection corners.

**Framing:** Due to the nature of this exhibition, we understand that much of the work will not have mattes or frames. Approval is needed if your work has a width larger than 40 inches or smaller than 16 X 20. Please contact the Center if your work is outside of these restrictions or if you have questions about them.

If your work **is to be framed**, it needs to meet our framing requirements listed below.

**Except as otherwise approved**, the Center requires that all work adhere to the following:

- Framed image should be a minimum of 16" X 20" frame size.
- A **simple black** wood or metal frame, with a minimum of a ½" width (front surface). If the Center frames your print, the frame will be black wood. (No flimsy metal or plastic frames allowed) Frames that are not professional in appearance are subject to reframing at artist's expense.
- **Maximum frame width may not exceed 40 inches / 76 cm. without consulting with the Center.**
- **A minimum 2" or 3" BRIGHT WHITE** single, double or triple mat. **(no off-white or cream)** There is an additional charge for archival/acid free mats.
- Images can be floated on top of a mat.
- The frame can be with glass, without glass or with an exhibition quality Plexiglas material. There is an additional charge for Plexiglas.
- All work must arrive ready to hang. **No sawtooth hangers, clips, or exposed glass edges.** Frames without hanging wire are not acceptable.

## Safe Packing of Images

**Framed Images:** Send your framed artwork in a reusable heavy-duty cardboard, wooden or metal container with *at least 2-3 inches* of packing on *each side* of the frame. (Use only standard shipping materials, **no Styrofoam peanuts** – they settle during shipping, eliminating protection to part of your print). Wooden crates or double-wall corrugated shipping boxes are recommended. Art placed in a box which is then placed in a larger box with three inches of space for packing materials is highly recommended. If you choose the box-within-a-box method for packing, tightly packed styrofoam between the boxes is acceptable. Otherwise large size bubble wrap around the print provides good protection. *After packing, shake your box. Your framed image should not shift within the box.*

Framed artwork should be sent via United Parcel Service (UPS), Federal Express, USPS or similar courier.

**Ship to:** Exodus Moving and Storage – Alternative Processes  
1800 E Harmony Rd.  
Fort Collins, CO 80528

Email and Phone Contact: [movers@exodusmoving.com](mailto:movers@exodusmoving.com), 970.484.1488

**Unframed Images:** When sending images to the Center for framing, it is suggested that your work be placed in a heavy-weight flat cardboard box (with protection on both sides to keep from bending) or a double-walled tube (minimum of 4" diameter and 1/8" thick to prevent creasing) with a protective sheet over the image.

**Use Rights:** By submission for jurying, artists whose submissions are chosen for the exhibition grant The Center for Fine Art Photography the right to use their images for the purpose of marketing the exhibition, marketing the Center's programs and subsequent display on the Center's website of past exhibitions. Artists grant the use of their image(s) as stated without further contact or compensation from the Center. Artist's recognition is provided with use.

**Sale of artwork:** The Center encourages sales during the exhibition and retains a 40% commission on all work sold.

**Artwork Identification Tags:** Each artwork MUST have identification information on the back. Use the Artwork Identification Tag at the bottom of this page or use your own, as long as the information on your tag includes the information listed on the Artwork Identification Tags.

When sending your work to Exodus Moving and Storage, your work may be stored for a week or so before it is opened. In order for the Receiver (Exodus Storage) to know what work has arrived without opening your container, **Please make sure to put your name, the title of the image and Alternative Processes Exhibition on the outside of the box.** If you have your work shipped by someone other than yourself, please tell them of this requirement.

Example:            Artist: Jane Smith                            Exhibition: Alternative Processes Exhibition  
                          Work: 1. Seascape

**Artwork Identification Tag – Attach to back of your print(s)**

----- Cut Here -----

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone (    ) \_\_\_\_\_ Email \_\_\_\_\_

Title of Work \_\_\_\_\_

***Thank you for helping to make this a very successful exhibition***

## Template for Artist's Statement:

**Title of Work**  
Artist Name

Contact information: one or two lines

Body of Artist's Statement

### ***Suggestions for Creating an Artists' Statement***

***The goal is to describe your work quickly, succinctly, and clearly.***

- Set the tone to view your art work and make the viewer want to explore more
- Make a point, be specific to your exhibited work
- Include the title of your images
- Keep sentences short, keep it simple
- Use active sentence form
- Engage the senses; what do you want your audience to experience?

### ***Guidelines:***

- Please use 1 inch margins on top and sides. ½ inch margin on bottom if your text is that long.
- Your statement should be approximately 150 words or less – not more than one page, double spaced, and 11 – 12 point type size.
- Avoid making a “list” of what you like
- Use natural language, write as you would talk
- Make it easy to read

### ***Ideas for content:***

- Your approach to working
- Describe your technique
- Your philosophy as it is expressed in your art
- Meaning of your work
- Symbols, metaphors, analogies
- Themes and underlying issues
- Life experiences, influences on your work